

## **Historic, Archive Document**

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62.09

for year 'round

*Gift*

=1948-

See Retail Price list 1948

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U. S. Department of Agriculture

**WILCOX presents**  
**Original**  
**Arrangements**  
**in**

- ★ **DISH GARDENS**
- ★ **NOVELTIES**
- ★ **GARDENS in GLASS**
- ★ **MADE-UP Combinations**



**Roy F. Wilcox & Co.**



**DISH GARDEN No. G-32**  
One of the many Wilcox Original  
Designs. (See price list for details)





CHRISTMAS AND YEAR 'ROUND

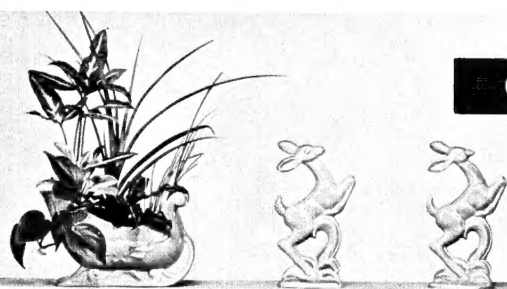
# Novelties

NEW AND ORIGINAL DESIGNS

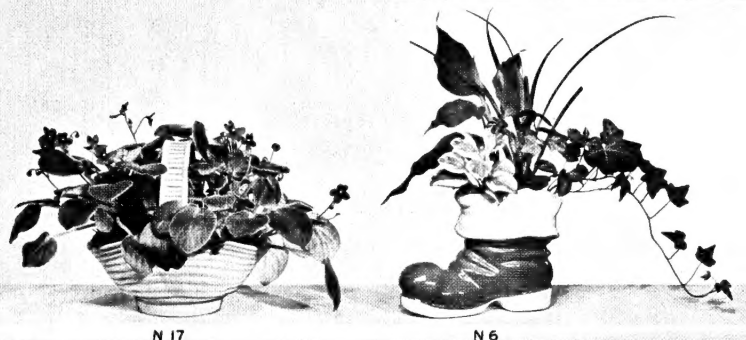
BY

## WILCOX

Be ready for Christmas and every gift occasion with this delightful variety of gay dishes and novel bowls . . . including clever designs for children. Only established miniature plants (out of pots) are used . . . they last longer and assure customer satisfaction.



N 2



N 17

N 6

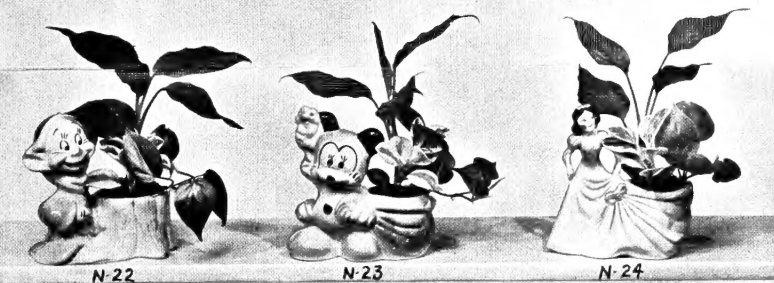
Group N-500 — See Price List



N 21

N 25

N 26

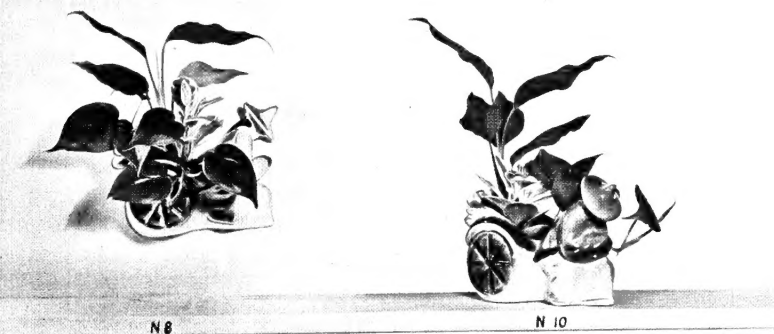


N 22

N 23

N 24

Group N-300 — See Price List



N 8

N 10

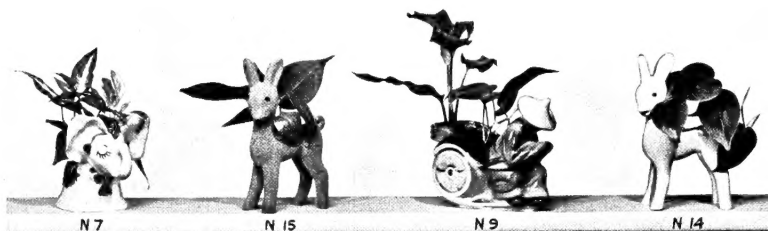


N 11

N 12

N 13

Group N-400 — See Price List

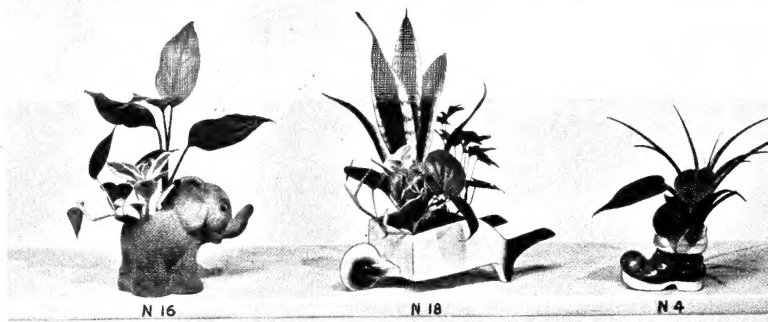


N 7

N 15

N 9

N 14

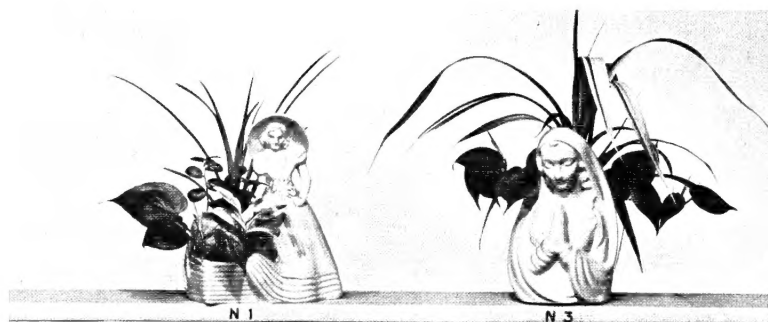


N 16

N 18

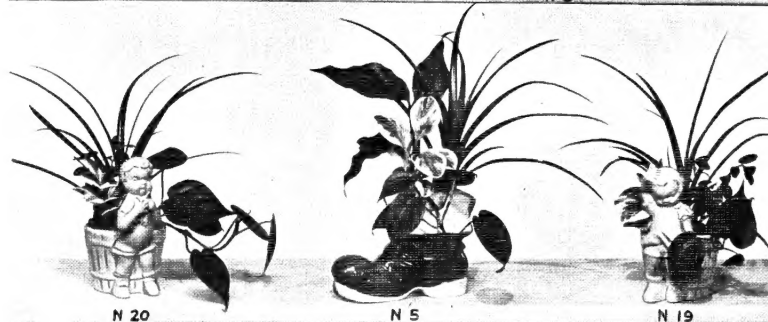
N 4

Group N-100 — See Price List



N 1

N 3



N 20

N 5

N 19

Group N-200 — See Price List

We suggest you order by group . . . see price list

PLUS a thrilling assortment of DISH GARDENS and MADE-UPS ➡







**Roy F. Wilcox & Co.**

# DISH GARDENS

Neither words nor photos can do justice to the gay colors and rich details of these miniature arrangements. Exclusive Wilcox dish designs . . . a select variety of rare and exotic plants, well established (out of pots). Keep them moist . . . they last several years.

**Order a full assortment . . . display them, they sell themselves**



**Group G-600 — See Price List**



**Group G-100** See Price List **Group G-400**



**Group G-200** See Price List **Group G-500**



**Group G-300** See Price List **Group G-700**



## WILCOX Original MADE-UPS

A luxurious array of copper and brass made-ups that look far richer than their modest price. A flattering, long-lasting gift for home, office or store. Order generously—they keep well and sell easily. See price list.



**MU-1**

See Price List



**MU-6**

See Price List

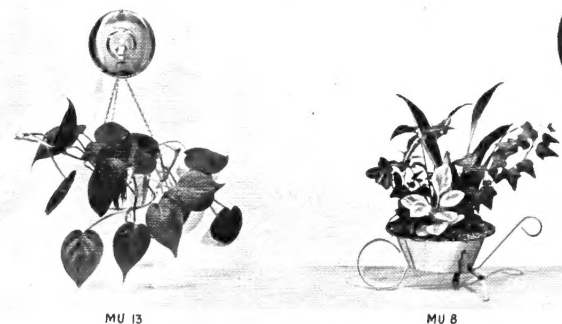
**Group MU-400**

See Price List



**Group MU-100**

See Price List



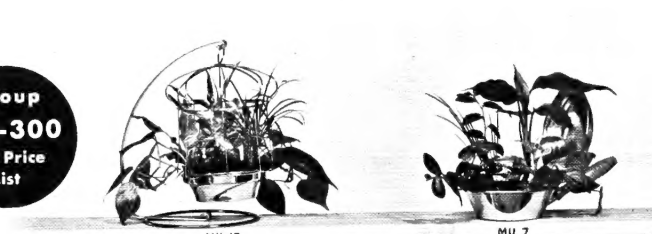
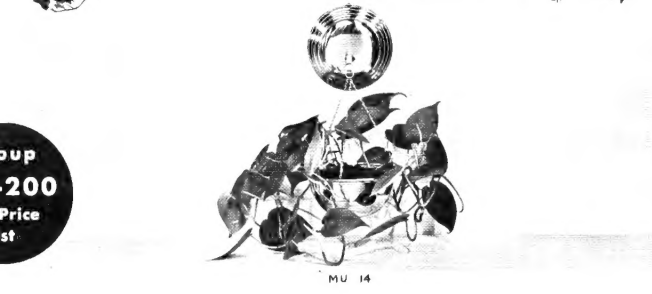
**Group MU-200**

See Price List



**Group MU-300**

See Price List

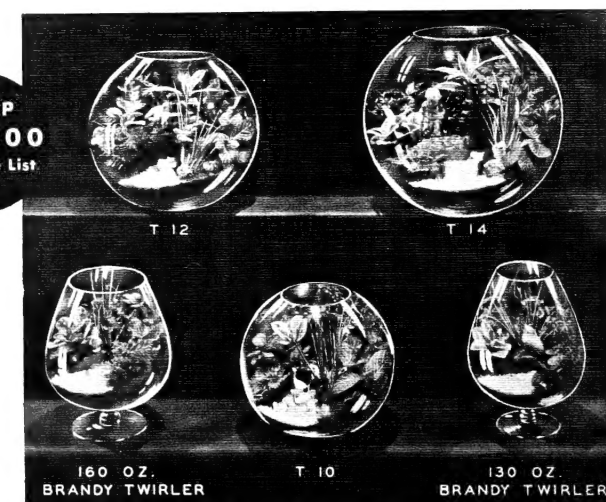


## WILCOX GARDENS IN GLASS

Are world-famous for their unique and clever detail. Tops for Christmas . . . or, year 'round giving.

**Group GG-200**

See Price List



**Group GG-100**

See Price List

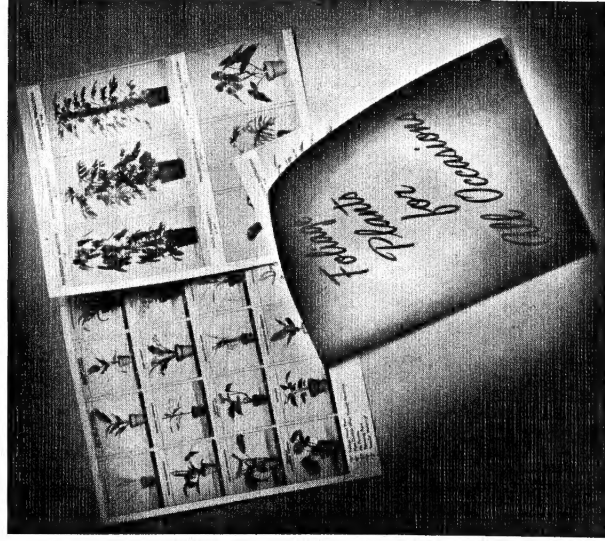


Be ready for the Christmas rush with

# WILCOX BLOOMING PLANTS including

POINSETTIAS ★ ST. PAULIAS ★ AZALEAS ★ CALADIUMS

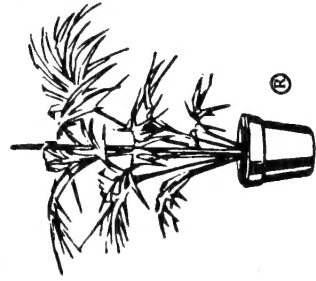
**For the Easter Season: LILIES • HYDRANGEAS • ST. PAULIAS  
CALADIUMS • AZALEAS** *plus illustrated Dish Gardens, Novelties and Made-ups...* **ORDER IN ADVANCE...** specify delivery date



## WILCOX DECORATIVE FOLIAGE PLANTS add a distinctive touch to Homes, Offices and Stores

Your more practical customers are year 'round prospects for decorative foliage plants. Investigate the sales potential of modern decoration . . . send for free folder illustrating 51 foliage plants.

**ORDER NOW... IMMEDIATE DELIVERY**



**SEE ENCLOSED PRICE LIST**  
for prices, terms, etc. on  
all items illustrated in this  
brochure.

# Roy F. Wilcox & Co.

BOX 240 BEVERLY BOULEVARD & WILCOX AVENUE  
MONTEBELLO, Los Angeles County, CALIFORNIA  
Angelus 4221 UNION 12324



**50% TRADE DISCOUNT**

**TO ALL RETAIL AND WHOLESALE  
FLORISTS AND NURSERYMEN**

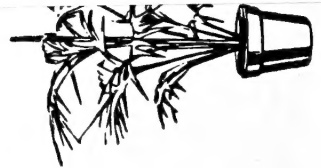
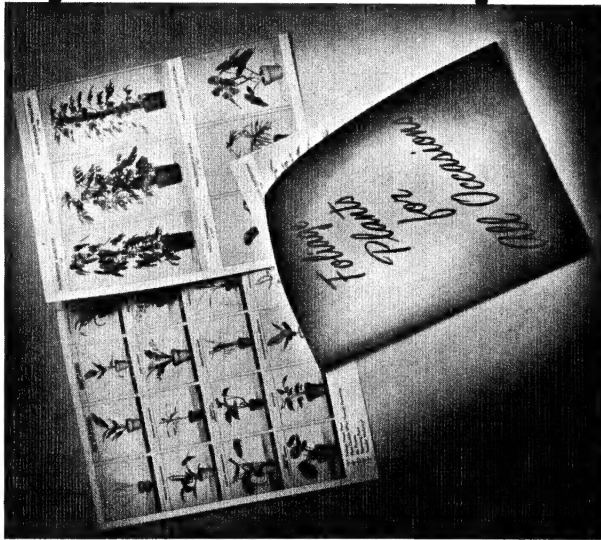
Be ready for the Christmas rush with

# WILCOX BLOOMING PLANTS

including

POINSETTIAS ★ ST. PAULIAS ★ AZALEAS ★ CALADIUMS

For the Easter Season  
CALADIUMS • AZALEAS



## SEE ENCLOSED PRICE LIST

for prices, terms, etc. on  
all items illustrated in this  
brochure.

S • ST. PAULIAS  
Novelties and Made-  
specific delivery date

## IMAGE PLANTS

Offices and Stores

and prospects for  
sales potential of  
er illustrating 51

## DELIVERY

# Ox & Co.

D & WILCOX AVENUE  
COUNTY, CALIFORNIA

Union 12324

## PLEASE FILL IN

When Wanted .....

If out of item selected, may we substitute similar item of equal value?

Yes ☐ No. ☐

## ORDER BLANK

## ROY F. WILCOX &amp; CO.

P. O. Box 240  
Beverly Blvd. and Wilcox Ave.  
Montebello, Calif.

## DO NOT USE

Cash Rec'd.....

Invoice No.....

Delivery Date.....

Please Write Your Name Plainly and Give Address in Full.

Your Phone No.....

Order Must Be Signed on Back of Sheet.

Ship via: Express ☐ Wilcox Truck ☐ Will Call ☐.

Free Delivery in Metropolitan Los Angeles.

Elsewhere: F.O.B. Montebello. Packing Charge at Cost.

No Packing Charges when Cash Accompanies Order.

Terms: Established Accounts, 30 Days Net.

Others—Strictly C.O.D.

All Gardens-in-Glass Shipped at Customer's Risk.

ALL LISTED PRICES ARE RETAIL—YOUR DISCOUNT 50%

Quantity	WILCOX DISHGARDENS	
	<b>GROUP G 100—Assorted</b>	<b>Each</b>
.....	G 1—6" Mixing Bowl.....	\$ 3.25
.....	G 2—Square Dish .....	3.75
.....	G 3—6" Nappie .....	3.50
.....	G 4—Small Round Bowl.....	3.35
.....	G 5—Squash Garden .....	3.75
	<b>GROUP G 200—Assorted</b>	
.....	G 6—Large Round .....	4.00
.....	G 7—Heart-Shaped Bowl.....	4.25
.....	G 8—Oblong Shallow .....	4.50
.....	G 9—Squirrel and Log.....	4.50
.....	G 10—Small Bamboo Dish .....	4.75
	<b>GROUP G 300—Assorted</b>	
.....	G 11—Square Bowl .....	5.00
.....	G 12—Square Dish .....	5.00
.....	G 13—Chinese Bamboo .....	5.50
.....	G 14—Oblong Bowl .....	5.75
	<b>GROUP G 400—Assorted</b>	
.....	G 15—Irregular Bowl .....	6.00
.....	G 16—Kidney-Shaped Bowl .....	6.00
.....	G 17—Irregular Bowl .....	6.75
.....	G 18—Oblong Scalloped .....	6.75
.....	G 19—Square Dish .....	6.75
	<b>GROUP G 500—Assorted</b>	
.....	G 20—Large Center Bowl.....	7.50
.....	G 21—Chinese Garden .....	8.50
.....	G 22—Oblong Scalloped .....	9.00
.....	G 23—Scalloped Round Dish .....	9.00
.....	G 24—Small Oblong .....	9.25
	<b>GROUP G 600—Assorted</b>	
.....	G 25—Chinese Log Pot .....	10.50
.....	G 26—Chinese Garden .....	11.00
.....	G 27—Chinese Star .....	11.00
.....	G 28—Chinese 10" Round Dish.....	12.00
	<b>GROUP G 700—Assorted</b>	
.....	G 29—Long Chinese Oblong.....	12.00
.....	G 30—Chinese Square Oblong.....	12.50
.....	G 31—Modernistic Dish .....	12.50
.....	G 32—Royal Haeger Chinese Garden.....	22.00

Quantity	WILCOX NOVELTIES	
	<b>GROUP N 100—Assorted</b>	<b>Each</b>
.....	N 4—Santa Claus Shoe—Small.....	\$1.35
.....	N 7—Small Elephant .....	2.65
.....	N 9—Small Coolie Cart .....	3.00
.....	N 14—Glazed Fawn .....	1.50
.....	N 15—Flocked Fawn .....	2.00
.....	N 16—Flocked Elephant .....	3.00
.....	N 18—Fancy Wheelbarrow .....	3.00
	<b>GROUP N 200—Assorted</b>	
.....	N 1—Basket Girl .....	3.50
.....	N 3—Madonna .....	4.25
.....	N 5—Santa Claus Shoe—Medium.....	3.50
.....	N 19—Girl .....	3.00
.....	N 20—Boy .....	3.00
	<b>GROUP N 300—Assorted</b>	
.....	N 21—Disney Thumper .....	3.25
.....	N 22—Disney Dopey .....	3.25
.....	N 23—Disney Mickey Mouse .....	3.25
.....	N 24—Disney Snow White.....	3.25
.....	N 25—Disney Bambi .....	3.25
.....	N 26—Disney Donald Duck .....	3.25
	<b>GROUP N 400—Assorted</b>	
.....	N 8—Coolie Wallpocket .....	3.50
.....	N 10—Large Coolie Cart .....	4.50
.....	N 11—Rickshaw .....	4.50
.....	N 12—Sampan .....	4.50
.....	N 13—Coolie .....	4.50
	<b>GROUP N 500—Assorted</b>	
.....	N 2—Sleigh with Reindeer.....	7.50
.....	N 6—Santa Claus Shoe—Large.....	5.00
.....	N 17—Violet Basket .....	5.75

## WILCOX COMBINATION MADEUPS

.....	MU 1—Light Copper Tray, 20".....	\$15.00
.....	MU 6—23" Copper or Brass Tray.....	25.00
	<b>GROUP MU 100—Assorted</b>	
.....	MU 8—Copper Wheelbarrow .....	\$ 4.75
.....	MU 9—Copper Chariot .....	4.00
.....	MU 11—Small Table Planter.....	3.75
.....	MU 12—Copper Basket.....	5.00
.....	MU 13—Small Copper Hanging Basket.....	4.00

Quantity	Each
<b>GROUP MU 200—Assorted</b>	
MU 14—Large Copper Hanging Basket.....	5.50
MU 16—Round Birdcage .....	5.00
MU 17—Pagoda Birdcage .....	5.50

<b>GROUP MU 300—Assorted</b>	
MU 2—6" Light Copper Tray.....	6.50
MU 7—Silent Butler .....	6.65
MU 10—Large Copper Table Planter.....	6.25
MU 15—Brass Table Birdcage.....	7.25

<b>GROUP MU 400—Assorted</b>	
MU 3—11" Copper or Brass Tray .....	11.25
MU 4—14" Copper or Brass Tray.....	16.50
MU 15—17" Copper or Brass Tray.....	20.00

#### BLOOMING and FOLIAGE PLANTS

<b>AZALEAS—Assorted Varieties and Colors</b>	
4" Pot 4x6 .....	1.25
5" Pot 6x8 .....	3.00
6" Pot 8x10 .....	4.00
7" Pot 10x12 .....	5.00
7" Pot 12x14 .....	6.00
8" Pot 14x16 .....	7.50
10" Pot 16x18 .....	10.00

<b>CALADIUMS—Assorted Fancy-Leaved</b>	
3" Pot .....	.70
4" Pot .....	1.50
5" Pot .....	2.50
6" Pot .....	3.75
7" Pot .....	5.00

<b>BIRDNEST FERNS</b>	
5" Pot .....	2.50
6" Pot .....	3.00
7" Pot .....	5.00

#### WILCOX GARDENS-IN-GLASS

Quant.	Each
Small Brandy Twirler.....33 oz.....	\$ 4.75
Medium Brandy Twirler.....60 oz.....	6.00
Large Brandy Twirler.....130 oz.....	10.00
Large Brandy Twirler.....160 oz.....	11.00
Martini Shaker .....	6.00
Apple .....	6.00
Pear .....	6.00
Stemmed Ivy Bowl.....	5.50
FT 9 Flat Terrarium.....	6.25
Ming Jar .....	8.00
Grecian Urn 10" .....	8.50
Grecian Urn 12" .....	10.50
T 6 Terrarium .....	4.75
T 8 " .....	6.25
T 10 " .....	9.25
T 12 " .....	12.50
T 14 " .....	17.25
T 16 " .....	22.50
T 18 " .....	30.00

#### BLOOMING AND FOLIAGE PLANTS

<b>POINSETTIAS</b>	
4" Pot Single .....	1.25
4" Pot " .....	1.50
5" Pot " .....	1.75
5" Pot Branched .....	2.50
6" Pot Madeup .....	4.00
6" Pot " .....	5.00
7" Pot " .....	6.00
7" Pot " .....	7.00
8" Pot " .....	8.50
8" Pot " .....	10.00
10" Pot " .....	17.50
10" Pot " .....	20.00

<b>IVY—Assorted</b>	
4" Pot .....	1.25
5" Pot .....	1.70

<b>SAINTPAULIAS</b>	
Blue .....	4" Pot..... 1.50
Pink .....	4" Pot..... 1.50
White .....	4" Pot..... 1.50
Orchid .....	4" Pot..... 1.50

ENTER ORDER BELOW FOR MISCELLANEOUS FOLIAGE PLANTS, Like Philodendron, Etc.

SPECIAL INSTRUCTIONS .....

Signature.....